

**CONTRACT**

**WHNS-TV**  
**Meredith Corporation**  
**Fed ID 42-0410230**  
**21 Interstate Court**  
**Greenville, SC 29615**  
**(864)288-2100**

www.foxcarolina.com

And:

**Innovative Advertising LLC**  
**4250 Highway 22 Suite 7**  
**Manderville, LA 70471**  
**USA**

<u>Contract / Revision</u> 500601 /		<u>Alt Order #</u>
<u>Product</u> NC Supreme Court Camp GSP 3		
<u>Contract Dates</u> 11/04/12 - 11/04/12		<u>Estimate #</u> 1042
<u>Advertiser</u> NC Judicial Coalition		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WHNS	<u>Account Executive</u> Sales Local	<u>Sales Office</u> Local-WHNS
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WHNS	11/04/12	11/04/12	Panthers Early Game	1-4p		:30			NM	1	\$3,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S				1	\$3,520.00			
Totals											1	\$3,520.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/04/12	1	\$3,520.00	\$2,992.00
<b>Totals</b>	<b>1</b>	<b>\$3,520.00</b>	<b>\$2,992.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

560601



## Buy Detail Report

Revision #: Date: 10/30/2012

Client: NC Supreme Court  
Media: TV  
Product: Political  
Market: Western NC Special Geog.  
Primary Demo: Adults 35+  
Separation between spots: 30

Estimate: 1042  
Description: NC Supreme Court Green Spart Camp 3 10\_31 thru 11\_6  
Flight Start Date: 10/29/2012 05:00 AM  
Flight End Date: 11/6/2012 04:59 AM  
Survey: May12 DMA Nielsen Live+7  
Buyer: Heidi Guerra

Send Billing To: Innovative Advertising  
4250 Hwy 22  
Suite 7  
Mandeville, LA 70471  
Phone: 985.377.7161  
Fax: 985.377.7118

Daypart Line No Program	STN Gross	Dur	Wks 10/29	Total Spots	Adults 35+ Rtg/CPP
WHNS-TV 1 Su 1:00p- 4:30p nfl panthers	\$3,520.00	30	1	1	11.3 \$311.50
Total Spots:				1	
Total GRP/GIMP(000):					11.3
Total CPP/CPM:					\$311.50
Total Cost:	\$3,520.00			1	

Signature: \_\_\_\_\_

**Disclaimer:**

Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must match the broadcast order and any make goods must be approved prior to running. Invoices are due on the 5th of the month in duplicate. Station agrees that Innovative can cancel this media campaign at any time. At least 90% of all placed GRPS must be matched. All sports programming spots must run during game and not pregame, postgame or at halftime otherwise spots will be credited. By accepting this buy, station understands and agrees that INN is acting solely as an agent for said client in which all billing will be in care of INN and ultimate liability of payment will rest with said client until client makes payment to agency. This placement and acceptance of it supersedes and overrides any previously executed contracts and applications of credit that contradicts this liability transfer agreement.



# Summary by Station/System

Date: 10/30/2012

<b>Client:</b> NC Supreme Court	<b>Estimate:</b> 1042	<b>Send Billing To:</b> Innovative Advertising
<b>Media:</b> TV	<b>Description:</b> NC Supreme CourtGreen Spart Camp 3 10_31 thru 11_6	4250 Hwy 22
<b>Product:</b> Political	<b>Flight Start Date:</b> 10/29/2012 05:00 AM	Suite 7
<b>Market:</b> Western NC Special Geog.	<b>Flight End Date:</b> 11/6/2012 04:59 AM	Mandeville, LA 70471
<b>Primary Demo:</b> Adults 35+	<b>Survey:</b> May12 DMA Nielsen Live+7	<b>Phone:</b> 985.377.7161
<b>Separation between spots:</b> 30	<b>Buyer:</b> Heidi Guerra	<b>Fax:</b> 985.377.7118

Station	Total Spots	STN Gross	PCT	Adults 35+	
				CPP	GRP PCT
WHNS-TV					
	1	\$3,520.00	100%	\$311.50	11.3 100%
Market Total:					
	1	\$3,520.00		\$311.50	11.3



# Summary by Station/Month

Date: 10/30/2012

<b>Client:</b> NC Supreme Court	<b>Estimate:</b> 1042	<b>Send Billing To:</b> Innovative Advertising
<b>Media:</b> TV	<b>Description:</b> NC Supreme Court Green Spart Camp 3 10_31 thru 11_6	4250 Hwy 22
<b>Product:</b> Political	<b>Flight Start Date:</b> 10/29/2012 05:00 AM	Suite 7
<b>Market:</b> Western NC Special Geog.	<b>Flight End Date:</b> 11/6/2012 04:59 AM	Mandeville, LA 70471
<b>Primary Demo:</b> Adults 35+	<b>Survey:</b> May12 DMA Nielsen Live+7	<b>Phone:</b> 985.377.7161
<b>Separation between spots:</b> 30	<b>Buyer:</b> Heidi Guerra	<b>Fax:</b> 985.377.7118

Station	Month	Total Spots	STN Gross	PCT
WHNS-TV				
	NOV 12	1	\$3,520.00	100%
Market Total:		1	\$3,520.00	100%
		1	\$3,520.00	

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">WHNS-TV</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 10px;">10/30/12</span>
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I, Heidi Guerra  
do hereby request station time concerning the following issue:

NC Judicial Coalition (Supreme Court)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		See Attached			

**Total Charges:**     \$ 3580     Gross

This broadcast time will be used by: NC Judicial Coalition

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

NC Judicial Coalition

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/30/12      *Heidi Guerra*      985.377.7161  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

\_\_\_\_\_  
Signature                      Printed Name                      Title